



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

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## **Nigeria**

# **Promotion Opportunities Report**

## **2000**

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**U.S. Embassy**

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**Report Highlights:** Programmed marketing activities providing excellent market entry opportunities for U.S. exporters wishing to export to Nigeria are detailed in this report. U.S. exporters may participate directly by contacting show organizers or through FAS/Lagos, Nigeria. Post will assist exporters in arranging for the exhibition of product samples and sales catalogs.

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Includes PSD changes: No

Includes Trade Matrix: No

Quarterly Report

Lagos [NI1], NI

"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizer directly for further information."

## SECTION I. TRADE SHOWS

### A. Title of Activity / Event: Kaduna International Trade Fair

**Dates:** February 26 - March 05, 2000

**Venue:** Kaduna International Trade & Investment Center, Kaduna, Nigeria, West Africa

**Organizer Contact Information:** 1. Mrs Suinner, President, Nigerian-American Chamber of Commerce, Kaduna State Chapter, Kaduna Club Premises, Waff Road, Kaduna State, Nigeria. Tel/Fax #: 234-62-211-796 e-mail: [nacckad@Skannet.com](mailto:nacckad@Skannet.com)

2. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- [aglagos@fas.usda.gov](mailto:aglagos@fas.usda.gov)

**Brief Narrative:** The Kaduna International Trade Fair is an annual event organized by the Kaduna Chamber of Commerce, Industries, Mines & Agriculture in Kaduna, Nigeria. It is the second largest of the three dominant international trade fairs held in Nigeria.

This year's event is expected to show an increased foreign participation that results from the recent emergence of a democratically-elected government which is supporting economic reforms and an improved business environment. The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria is organizing Nigerian importers that represent U.S. food exporters to exhibit American food products at the American Pavilion to be provided by the Nigerian-American Chamber of Commerce, Kaduna State Chapter, in Nigeria. It also has planned to maintain an information booth during the event.

This would provide a new-to-market entry opportunity for U.S. food exporters wishing to do business in Nigeria. U.S. exporters can participate directly or through the Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria by sending product samples or catalogs for exhibition at the event.

### B. Title of Activity / Event: Lagos International Trade Fair

**Dates:** November 03 - 12, 2000

**Venue:** TBS, Lagos, Nigeria, West Africa

**Organizer Contact Information:** 1. Mr. Olumide Adekunle, Director-General, Lagos Chamber of Commerce & Industries, Commercial House, #1, Idowu Taylor Street, Victoria Island, Lagos, Nigeria, West Africa

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2. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- [aglagos@fas.usda.gov](mailto:aglagos@fas.usda.gov)

**Brief Narrative:** The Lagos International Trade Fair is an annual event organized by the Lagos Chamber of Commerce & Industries in Lagos. It is the largest of the three dominant international trade fairs held in Nigeria. In 1999, this show recorded an increased foreign participation due in large part to the recent emergence of a democratically-elected government which is supporting economic reforms and an improved business environment.

The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria will recruit Nigerian importers/distributors handling U.S. food product lines to exhibit at the American Pavilion during the event. FAS/Lagos will also organize an information booth. Similar exhibitions in the last two editions of the fair have resulted in increased sales of U.S. food products in Nigeria as well as an increased number of importers making contact with U.S. exporters and manufacturers to distribute their products in Nigeria.

U.S. exporters seeking to do business in Nigeria should utilize this promotional opportunity. U.S. exporters may participate directly or through the Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos by sending product samples or catalogs for exhibition at the event.

## SECTION II. RETAIL IN-STORE PROMOTION

### **Title of Activity / Event: 2<sup>nd</sup> 'Eat & Drink American' In-store Promotion**

**Dates:** October 07 - 21, 2000

**Venue:** Bestway Supermarket, Port Harcourt, Nigeria, West Africa

**Organizer Contact Information:** 1. Mr. Fidelis Tagbo, General Manager, Bestway Cash & Carry Ltd, #13, Omoku Street, D/Line, Port Harcourt, Rivers State, Nigeria, West Africa Tel: 234-84-230.554, 239.025 Fax: 234-84-239.209 e-mail:bestway@phca.linkserve.com

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**Brief Narrative:** The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria with Bestway Supermarkets, plans to organize the second 'Eat & Drink American' in-store promotion in Port Harcourt, Nigeria. This city has a high concentration of the high-income Nigerians and a large expatriate community working in the oil industry.

One of the discoveries of the first in-store promotion held at Bestway supermarkets in December, 1999, was that Nigerian consumers are seeking a wider variety of High Value Products(HVPs) from the U.S. The organizers of this event have indicated a willingness to accommodate and to render other needed assistance to any U.S. food exporter wishing to introduce his product/s into the Nigerian market during the event.

U.S. food exporters can utilize this opportunity to gain consumer exposure for their products and to evaluate their marketability. The event will be attractive to local importers and other distributors who seek to enter into agreements with U.S. exporters to distribute their products.

## SECTION III. POST CONTACT AND FURTHER INFORMATION

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